

each said magnet comprising a dish-shaped housing with a magnetic member within each housing, the housing having an edge extending below the magnetic member; and

means for pivotally attaching each magnet to the base so that each magnet can pivot and adjust to differences in slope along a vehicle metal panel to which the advertising sign may be attached.

2. (Original) An advertising sign for removably mounting onto a metal panel of a motor vehicle, comprising:

an advertising member having a base, ends and sides formed together into a completely enclosed hollow body;

plural magnets; and

means for pivotally attaching each magnet to the base so that each magnet can pivot and adjust to differences in slope along a vehicle metal panel to which the advertising sign may be attached, wherein the pivotal attaching means comprises a flexible sleeve between each magnet and the base.

3. (Original) The advertising sign recited in Claim 2 wherein the pivotal attaching means comprises a fastener extending through each magnet, its flexible sleeve and into the base.

4. (Previously amended) An advertising sign for removably mounting onto a metal panel of a motor vehicle, comprising:

an advertising member formed of a hollow, translucent and completely enclosed body having a base, ends and sides formed of a unitary molded plastic, the body including plural molded feet extending from and forming a part of the base at each corner thereof, and with an indented receptacle in each foot of the base, each receptacle shaped and dimensioned to receive a magnet assembly therein;

plural magnet assemblies, each magnet assembly including a non-magnetic, dish-shaped housing with a magnet within the housing, the housing having an edge extending below the magnet; and

means for fastening each magnet assembly within the receptacle of a corresponding foot of the base, the fastening means attaching each magnet within the receptacle so that a portion of the magnet extends below its receptacle.

5. (Previously amended) The advertising sign recited in Claim 4 further comprising means for pivotally attaching each magnet assembly in the receptacle so that each magnet can pivotally adjust to differences in slope along a vehicle metal panel to which the advertising sign may be attached.

6. (Original) The advertising sign recited in Claim 5 wherein the pivotally attaching means comprises:

a flexible sleeve between each magnetic assembly and the base; and
a fastener extending through each magnet assembly, each flexible sleeve and into the base.

7. (Currently amended) The advertising sign recited in Claim 1 wherein the magnet receptacles collectively surround all of the magnets.

8. (Previously added) The advertising sign recited in Claim 7 wherein each magnet receptacle surrounds at least one of the magnets.

9. (Currently amended) The advertising sign recited in Claim 7 wherein the base includes a remaining portion apart from the receptacles, and wherein each magnet receptacle extends below the remaining portion.

10. (Currently amended) The advertising sign recited in Claim 9 wherein each magnet receptacle also extends below the remaining portion of the base and along a portion of an adjacent side.

11. (Currently amended) The advertising sign recited in Claim 10 wherein each magnet receptacle also extends below the remaining portion of the base along a portion of an adjacent end.

12. (Previously added) The advertising sign recited in Claim 1 further comprising a plastic coating over the edge of each dish-shaped housing.

13. (Currently amended) The advertising sign recited in Claim 2 wherein the advertising member further comprises:

plural magnet receptacles, each extending below a remaining portion of the base around each receptacle.

14. (Previously amended) The advertising sign recited in Claim 13 wherein each magnet receptacle extends along a portion of an adjacent side.

15. (Previously amended) The advertising sign recited in Claim 14 wherein each magnet receptacle extends along a portion of an adjacent end.

16. (Previously amended) The advertising sign recited in Claim 15 wherein each magnet receptacle surrounds at least one of the magnets.

17. (Previously amended) The advertising sign recited in Claim 2 further comprising a plastic coating extending across a bottom surface of each magnet.

18. (Previously amended) The advertising sign recited in Claim 1 further comprising means for supporting the sign in a suspended storage position by removable attachment of at least one magnet fixed to the base to a separate metallic member.

19. (Previously added) The advertising sign recited in Claim 3 wherein the base comprises a unitary and rectangular sheet of plastic material, with the plural

magnets comprising at least four spaced magnets each of which is mounted at a corner of the base.

20. (Previously added) The advertising sign recited in Claim 19 further comprising a fastener and flexible sleeve with each of the magnets, with all of the magnets pivotal about an outer extremity of the respective fastener.

21. (Previously added) The advertising sign recited in Claim 20 wherein each fastener comprises a beveled head to facilitate pivoting of the respected magnet.

22. (Previously added) The advertising sign recited in Claim 21 further comprising a lighting assembly mounted along an inner surface of the rectangular base, the ends and sides of the members being sufficiently translucent to permit light to emit therethrough.

23. (Previously added) The advertising sign recited in Claim 22 wherein the lighting assembly extends lengthwise along the rectangular base.

24. (Previously added) The advertising sign recited in Claim 3 further comprising:

the base formed of a unitary and rectangular sheet defining four spaced corners, with the plural magnets comprising at least four spaced magnets each of which is mounted at a corner of the base with each magnet having a respective

fastener and a respective sleeve, with each fastener extending through the corresponding magnet and corresponding sleeve and the base so that each magnet is independently pivotal about an outer, beveled end of the associated fastener; and wherein

that portion of the base adjacent each magnet is recessed inwardly relative to the adjacent side and end of the sign.

25. (Previously added) The advertising sign recited in Claim 24 wherein each magnet is dimensioned so that an upper side of each magnet is recessed toward the base relative to the portions of the adjacent side and adjacent end of the sign, and an opposing bottom magnet side extends below portions of the adjacent side and adjacent end.

26. (New) The advertising sign recited in Claim 1 further comprising:
the base being generally rectangular and with each receptacle being located at a corner of the base;
each receptacle being at least partially defined by extending portions of the end and the side of the base next adjacent each receptacle; and
plastic means across the bottom of each magnet member and forming the edge extending below the magnet member.